

**Watertown Business Improvement District  
Open Board of Directors Meeting  
Meeting Minutes  
Monday May 23rd, 2022 - 3:00pm CVB Board Room**

**Present:** Katherine, Tammy, Julie R., Jeri, Lynn, & Connie, Deb

**Absent:** Anjelica, Connie

**Call meeting to order:** Lynn called the meeting to order

**Review April 2022 Minutes:**

- Kat made a motion to approve the April minutes, Julie seconded, All approved

**Review April 2022 Financials:**

- Deb read the April Financials
  - We discussed the rates on the CD's
    - Lynn-is there a fee to renew
    - Julie-Do we just go for a year & then see if we need it or if interest rates go up?
    - Deb- for one year the interest rates are pathetic
    - Julie-Do we need to put in a Money Market - What is the rate?
    - Lynn-what are our commitments we have left
      - NSAA - \$9000, NSAA 2022 & 2023
      - Looks like about \$20,000
    - What about Marketing?
      - Julie & Kat - \$85,000 - Peak, & \$45,000 - Shoulder Season
  - Owe CVB \$45,000
  - April funds due from the city were \$20,791, will be received in May 2022
  - PC Checking - \$177,178
  - Total funds - \$406,061
- Julie made a motion to approve the April financials as read & discussed, Jeri 2nd it, all approved

**New Business**

- Kathryn Jurrens from the Goss Opera House - Trilogy - Doors, Black Sabbath,tribute band, asking \$1,500
  - Lynn asked if there were any way to track the hotel rooms?
    - KJ said there have 80 tickets sold and there is a code when you get your ticket where you can get 10% off your stay at Holiday Inn & Suites. She said she could call the Holiday Inn and see if anyone has used it.
  - Julie asked what kind of marketing she plans on using

- Kathryn said they are doing Radio, Posters, reaching out to Aberdeen people, MN, and the surrounding area.
      - Lynn thanked Kathryn for coming and that she could stay because it is an open meeting and we would be voting at the end of the meeting.
      - Lynn said they will probably will be coming back, it not a huge ask
        - Julie wants them to continue to have events
        - Deb - Big Beast to Run, Limited to seats, where Studio 212 has more and they serve cocktails
        - Jeri - can we see if it works we would continue
        - Julie-Sponsor for Soul Asylum
        - Kat - We need to support the Goss. I would entertain a motion to give the Goss \$500
        - Deb said she was going to make a motion for \$1000
        - We talked about Menopause being 3 days
        - Jeri made a motion to give the Goss \$750.00, Julie 2nd, all approved
        - Let them know that the BID figures \$10 per room
- The New NOW's
  - We handed out the new visit watertown guides
    - Julie asked why were the Terry Redlin pages cut in half with out her knowing, did we get a Proof fo the publication
      - Kat replied No that we did not.
    - Julie also mentioned that we had forgotted to put our website on there
      - Kat apologies for not getting it on there on the front page.
    - There were quite a few that did like the re-design
    - The CVB-Chamber & The Development Co all collaborated with the photos
- Alison Gerrish with Prescribed Fitness - Watertown Throwdown 2.0, asking \$1000
  - There will be different divisions for Men & Women and so there will be more people from out of town - MN, Spearfish, Etc.
  - Lynn - How will you get other gyms to participate?
    - Alison said they post the event on Instagram - right now they have 32 athletes and around 50+ spectators
    - They do not have to qualify to participate
  - Julie asked if they have to pay to participate
    - Alison said it is Free to watch and \$120.00 per contestant
  - Lynn thanked Alison for coming and she was welcome to stay but would vote at the end of the meeting
  - Deb made a motion to to give Prescribed fitness \$500, 2nd by Jeri, all approved
    - Let them know that the BID figures \$10 per room

- Eric Skott with the Watertown Lacrosse Association - NPLL League Championship Tournament - Asking for \$2460.00
  - Teams from SD & ND - Every team comes
    - More expenses - Trainer's, T-Shirts, Furnish balls (300)
  - Lynn asked if this was the only Lacrosse Invite?
    - Yes said Eric
  - Jeri asked how we got the event
    - Eric said he basically volunteered to host
  - Lynn asked is there more than one team from Bismark?
    - Eric said that yes there is Girls Varsity, JV, U12, U14. Then the same for the boys
  - Lynn asked if he had any sponsors?
    - Crestone, The United Way, a Parent, we have raffle tickets
  - Jeri - What is required by the NPLL
    - Eric - Restrooms, Trainers, Golf Carts, Lines on Fields
  - Deb mentioned she already has rooms
  - Eric said he tries to schedule games on Friday night or have a banquet, along with schedule games on Saturday mornings
    - Lynn said she appreciated that
    - Eric understands how the hotels work
  - Lynn mentioned the 45 days prior to the event
    - Eric understands that but they were super busy
  - Lynn made a motion to give the Lacrosse team \$2460.00, Jeri 2nd, All approved

#### **Old Business:**

- Tammy read upcoming events from the calendar handout

#### **Other Business:**

- NSAA Softball updates
  - There were some hiccups with the Live Stream because it was extremely windy
  - The gate was about \$300
  - All in all it went pretty well - Roger was pleased
  - Jeri asked if Julie gets any business from the NSAA Tournaments
- New Taxi Service
  - Days Inn has had nothing but bad service with the new Taxi Service
  - Jeri has been having issues with them also.
  - Deb mentioned that Lake City Cab Quit December 31st, 2021
  - The other cab service was illegally operating so they went to court
  - Uber & Lyft
    - Have to have a newer vehicle and it has to be kept clean
  - Lynn asked if it would make a difference if we went to the City Council
    - Extend an Invite to Reid Holein to discuss the cab service
- Service issues with restaurants
  - Jeri had some guests that had a horrible experience at Mavericks

- Food was not right
  - Brandon was very rude
  - The waitress had to apologize for Brandon's rudeness
- It's everywhere
  - Senior Max's closed on Sunday's because of lack of staff
  - Minerva's closed Sunday & Monday's

## Reports:

- BBB/Hotel Tax
  - Handout
  - Hotel tax is up
  - Hotel Occupancy in April 2022 was up 38.6%
  - BBB Tax was \$86,631 in March
- BID Grant Update- Kat
  - Kat said they are working to get the UMCVB Conference here in 2023
- Businesses open/Closed - Tammy
  - Tammy reported new businesses
    - The Mix Nutrition
    - Raise the Bar Boutique
    - Simply You Salon & Spa
    - Happy Trails K-9 Training
    - Lost Path Gaming Creation
    - Davids Lawn Care
    - Smoke 4 Less
  - Businesses Closed
- Individual Reports
  - Dash Around Kampeska - Lynn had maybe 3 guest
  - Julie apologized to Kat for the way she came across about the NOW. She is just very disappointed.
    - Lynn thanked Julie for being so passionate about our marketing
  - Jeri has been very tired-working a lot doing everything, house keeping, Laundry,Etc.
  - Deb-doing the night Audit
    - Jeri too
- Deb made a motion to adjourn the meeting, Lynn 2nd, all approved.